

PROTOTYPICAL PRODUCTION  
TIMETABLE

	<u>Shoot</u> <u>Art &amp; Keyline</u>	<u>Production</u> <u>Of Materials</u>	<u>Closing</u>	<u>Total</u> <u>Weeks</u>
Newspaper (R.O.P.)	3	2	1	6
Supplements	3	4	7 6	14
Weekly Magazines	3	4	7 3	14
Monthly Magazines	3	4	11 10	18
Point-Of-Sale	3	4	7	14
Outdoor	3	10	--	13

Could place  
off a week

Replace copy - subtract  
production week  
150-200 per month -  
after that week

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